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## CLAIMS

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1. A method of a user interacting with an Internet, comprising:  
tracking interactions of the user with an Internet;  
analyzing said tracked interactions to determine at least a part of a user profile; and  
modifying a plurality of future interactions of said user with computers on said Internet,  
responsive to said user profile, by modifying at least one of a presentation of information to  
said user or a functional response of a computer to input from user,  
wherein said plurality of modified interactions comprise interactions with the site-  
content of a plurality of unrelated sites.
2. A method according to claim 1, wherein said tracking comprises tracking at a computer  
at which said user accesses the Internet.
3. A method according to claim 1 or claim 2, wherein said tracking comprises tracking at a  
tracking computer which tracks a plurality of users.
4. A method according to claim 3, wherein said tracking computer is physically remote  
from said plurality of sites.
5. A method according to <sup>claim 1</sup> ~~any of claims 1-4~~, wherein said analyzing comprises analyzing  
previously acquired tracking data.
6. A method according to <sup>claim 1</sup> ~~any of claims 1-5~~, wherein said analyzing comprises analyzing  
of currently acquired tracking data.
7. A method according to <sup>claim 1</sup> ~~any of claims 1-6~~, wherein said user profile is maintained as a  
virtual personality, which is a complex of characteristics that distinguishes an electronic  
person, for the purpose of interacting with an Internet.
8. A method according to claim 7, wherein said virtual personality comprises a persona,  
which is a static aspect of a personality.

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9. A method according to claim 7, wherein said virtual personality comprises a mood, which is a dynamic aspect of a personality.

10. A method according to claim 9, wherein said mood comprises a rush mood, which favors fast responses.

11. A method according to claim 8, wherein said persona comprises a meticulous persona, which favors complete responses.

12. A method according to <sup>claim 7</sup> ~~any of claims 7-11~~, wherein said personality comprises geographical information.

13. A method according to <sup>claim 7</sup> ~~any of claims 7-12~~, wherein said personality comprises demographic information.

14. A method according to <sup>claim 7</sup> ~~any of claims 7-13~~, wherein said personality comprises interests and preference information.

15. A method according to <sup>claim 7</sup> ~~any of claims 7-14~~, wherein said personality comprises marketing information.

16. A method according to <sup>claim 7</sup> ~~any of claims 7-15~~, wherein said personality comprises identification and contact information.

17. A method according to <sup>claim 7</sup> ~~any of claims 7-16~~, wherein said personality comprises relational information, which defines relations between various aspects of the personality.

18. A method according to <sup>claim 7</sup> ~~any of claims 7-17~~, wherein said personality comprises reflective information, which defines how a personality changes and/or interacts with other electronic entities.

19. A method according to <sup>claim 7</sup> ~~any of claims 7-18~~, wherein said user selects a particular virtual personality from a plurality of personalities to which to attribute said tracked interactions.

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a 20. A method according to ~~any of claims 1-19~~ <sup>claim 1</sup>, wherein said future interactions comprise searching.

21. A method according to ~~any of claims 1-20~~ <sup>claim 1</sup>, wherein said future interactions comprise viewing presented data.

22. A method according to claim 21, wherein modifying said interactions comprises changing a layout of data.

10 23. A method according to claim 21, wherein modifying said interactions comprises changing which data is displayed.

24. A method according to ~~any of claims 1-23~~ <sup>claim 1</sup>, wherein said future interactions comprise downloading files.

15 a 25. A method according to ~~any of claims 1-24~~ <sup>claim 1</sup>, wherein said future interactions comprise WWW navigation.

26. A method of user virtual personality maintenance, comprising:

20 interacting with an Internet via a virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

tracking at least one user activity of interaction with an Internet; and

modifying said virtual personality responsive to said user activity,

25 wherein said virtual personality is user-selected for interaction with a plurality of different sites.

27. A method according to claim 26, wherein modifying comprises modifying a mood of said virtual personality, wherein a mood is a dynamic aspect of a personality.

30 a 28. A method according to claim 26 ~~or claim 27~~, comprising a user selecting said virtual personality to be modified.

29. A method of user virtual personality maintenance, comprising:



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0 35. A method according to *Claim 32* ~~any of claims 32-34~~, wherein analyzing comprises analyzing lexicographical characteristics of said site.

a 36. A method according to *Claim 32* ~~any of claims 32-34~~, wherein analyzing comprises analyzing graphical characteristics of said site.

a 37. A method according to *Claim 32* ~~any of claims 32-36~~, wherein identifying at least one site comprises identifying a plurality of sites.

10 38. A method according to claim 37, wherein identifying comprises searching using an Internet search engine.

39. A method according to *Claim 32* ~~any of claims 32-38~~, wherein said virtual personality comprises a mood, which is a dynamic aspect of a personality.

15 40. A method according to *Claim 32* ~~any of claims 32-38~~, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

a 41. A method according to *Claim 32* ~~any of claims 32-40~~, wherein said interaction is performed to complement said virtual personality.

42. A method according to *Claim 32* ~~any of claims 32-40~~, wherein said interaction is performed to match said virtual personality.

25 43. A method of Internet interaction by a single user, comprising:  
selecting, from a remote location, by the user, one of a plurality of virtual personalities available for interaction with a particular site, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet; and

30 interacting with the particular site using the selected virtual personality.

44. A method of site ambiance provision, comprising:  
requesting an ambiance of a site, said request including an identification of the site; and  
determining an ambiance of said site, responsive to said identification; and

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responding to said request with at least an indication of said ambiance.

45. A method according to claim 44, wherein determining an ambiance comprises retrieving said indication of an ambiance from a memory.

46. A method according to claim 44, wherein determining an ambiance comprises analyzing said site.

47. A method according to claim 44, wherein determining an ambiance comprises requesting an indication of said ambiance from said site.

48. A method according to claim 44, wherein determining an ambiance comprises requesting an indication of said ambiance from an ambiance server.

49. A virtual personality server, comprising:  
a connection to a user, through which said user indicates a desired Internet interaction;  
a connection to a WWW site, with which the user interacts, said connection adapted to connect to a plurality of unrelated WWW sites for interaction with by said user; and  
a virtual personality adapter, which adapts said interaction by modifying at least one of  
a presentation of information from said site to said user or a functional response of said site to input from user, utilizing a virtual personality for the user, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.

50. A server according to claim 49, wherein said connection to a user is operable to receive a selection of a particular virtual personality by said user.

51. A server according to claim 49 or claim 50, wherein said server modifies said virtual personality responsive to said modified interaction.

52. A server according to claim 49 ~~any of claims 49-51~~, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

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a 53. A server according to <sup>Claim 49</sup> ~~any of claims 49-52~~, wherein said virtual personality comprises a mood, which is a dynamic aspect of a personality.

54. A method of virtual personality serving, comprises:  
5 connecting to a WWW site, to request an interaction;  
determining, at said WWW site, a desired virtual personality adaptation of said interaction, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

10 completing said interaction, by said WWW site, responsive to said determined virtual personality adaptation, wherein said desired adaptation comprises modifying at least one of a presentation of information from said site or a functional response of said site to input.

15 55. A method according to claim 54, wherein determining comprises receiving an indication of a desired virtual personality from a virtual personality server.

56. A method according to claim 55, wherein said virtual personality server is located at a location remote from said WWW site and from a location at which said connection is initiated.

20 57. A method according to claim 55, wherein said virtual personality server is located at a location from which said connection is initiated.

58. A method according to claim 54, wherein determining comprises reading virtual personality information from a computer at a location from which said connection is initiated.

a 25 59. A method according to claim 55 ~~or claim 56~~, wherein said virtual personality server generates a one-time virtual personality for said interaction.

a 60. A method according to <sup>Claim 54</sup> ~~any of claims 54-59~~, wherein said desired virtual personality adaptation comprises a mood-responsive adaptation, wherein a mood is a dynamic aspect of a  
30 personality.

a 61. A method according to <sup>Claim 54</sup> ~~any of claims 54-59~~, wherein said desired virtual personality adaptation comprises a persona-responsive adaptation, wherein a persona is a static aspect of a personality.

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62. A method of site matching to a virtual personality, comprising:  
providing a list of relevant sites;  
analyzing each of said sites to determine a match with said virtual personality, which is  
5 a complex of characteristics that distinguishes an electronic person, for the purpose of  
interacting with an Internet; and  
grading said sites responsive to said analysis.
63. A method according to claim 62, wherein providing a list comprises executing a search  
10 on an Internet search engine to provide said list.
64. A method according to claim 62, wherein providing a list comprises retrieving a  
plurality of matches from a name server.
65. A method according to *claim 62* ~~any of claims 62-64~~, wherein analyzing comprises analyzing at  
least one of said sites responsive to a presented ambiance.
66. A method according to *claim 62* ~~any of claims 62-65~~, wherein analyzing comprises analyzing at  
least one of said sites responsive to a presented trait.
67. A method according to *claim 62* ~~any of claims 62-66~~, wherein analyzing comprises analyzing a  
content of at least one of said sites.
68. A method according to *claim 62* ~~any of claims 62-67~~, comprising displaying said graded list.
69. A method according to *claim 62* ~~any of claims 62-67~~, comprising displaying only a highest  
graded site of said list.
70. A method of advertisement personalization, comprising:  
determining an instantaneous virtual personality of a human interactor, wherein a  
virtual personality comprises a complex of characteristics that distinguishes an electronic  
person, for the purpose of interacting with an Internet, said virtual personality including a  
mood, which is a dynamic aspect of said personality;  
selecting at least one advertisement to match said virtual personality; and



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presenting said advertisement to said interactor.

71. A method according to claim 70, wherein said advertisement is presented through an Internet.

72. A method according to claim 70 ~~or claim 71~~, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

73. A method according to <sup>Claim 70</sup> ~~any of claims 70-72~~, comprising selecting said virtual personality from a plurality of available virtual personalities.

74. A method according to <sup>Claim 70</sup> ~~any of claims 70-72~~, wherein said virtual personality is provided by said interactor.

75. A method of WWW site modification, comprising:  
detecting at the WWW site a desired interaction from a particular virtual personality, which personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;  
determining a suitable modification of at least one characteristic of said site to match said virtual personality;

responding to said desired interaction with a response indicating a match of said modified characteristic to said virtual personality; and  
modifying said site in association with providing said site during said desired interaction to a user associated with said virtual personality.

76. A method according to claim 75, wherein said modification comprises modifying a display layout.

77. A method according to claim 75 ~~or claim 76~~, wherein said modification comprises modifying a level of detail shown.

78. A method according to claim 75 ~~or claim 76~~, wherein said modification comprises selecting data to be displayed.

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79. A method of data directory display, comprising:  
requesting a display of data from a data directory;  
providing, in association with said request, a virtual personality for said request, which  
personality comprises a complex of characteristics that distinguishes an electronic person, for  
the purpose of interacting with an Internet; and  
displaying said data, responsive to said virtual personality.

80. A method according to claim 79, wherein said virtual personality is provided as part of  
said request.

81. A method according to claim 79 ~~or claim 80~~, wherein said displaying comprises  
filtering.

82. A method according to claim 79, wherein said displaying comprises sorting.

83. A method according to claim 79, wherein said displaying comprises controlling a level  
of detail.

84. A method according to claim 79, wherein said displaying comprises controlling a  
spatial layout of said data.

85. A method of data directory display, comprising:  
requesting a search from a search engine, using at least one keyword, which request  
includes a virtual personality for said request, which personality comprises a complex of  
characteristics that distinguishes an electronic person, for the purpose of interacting with an  
Internet;

interpreting said key-word at said search engine, utilizing said virtual personality; and  
performing said search request by said search engine, utilizing said interpreted key-  
word.

86. A method according to claim 85, wherein said search engine comprises an Internet  
search engine.

87. A method of Internet search, comprising:

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- 5 a user connecting to an Internet search engine;  
providing the search engine with search criteria, by said user;  
performing a search for WWW sites by the search engine, utilizing said search criteria,  
to obtain search results; and  
filtering said search results utilizing personal information associated with said user; and  
presenting said filtered search results to said user.

88. A method according to ~~claim 87~~, wherein said filtering is performed at a different computer from said searching.

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89. A method according to claim 87 ~~or claim 88~~, wherein said personal information is provided using a virtual personality, which comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.

15 90. A method according to claim 87, wherein said personal information is provided as a non-keyword input to said search engine.

91. A method of interacting with a computer:  
providing a software application having a user interface on said computer;  
20 providing an electronic representation of at least part of a user's desired personality; and  
said software modifying its interaction with said user, responsive to said representation of said personality.

25 92. A method according to claim 91, wherein said software comprises an Internet Browser.

93. A method according to claim 91 ~~or claim 92~~, wherein said software modifies a visual display of said interface.

30 94. A method according to ~~any of claims 91-93~~ <sup>claim 91</sup>, wherein said software modifies a behavior of said interface.

95. A method according to ~~any of claims 91-94~~ <sup>claim 91</sup>, wherein said software modifies a menu length of said interface.

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a 96. A method according to ~~any of claims 91-95~~ <sup>claim 91</sup>, wherein said software modifies a help level of said software.

a 5 97. A method according to ~~any of claims 91-96~~ <sup>claim 91</sup>, wherein said software modifies a level of detail presented by said software.

a 98. A method according to ~~any of claims 91-97~~ <sup>claim 91</sup>, wherein said software modifies a display format of said software.

a 10 99. A method according to ~~any of claims 91-98~~ <sup>claim 91</sup>, wherein said software modifies an image quality of said software.

a 15 100. A method according to ~~any of claims 91-99~~ <sup>claim 91</sup>, wherein said software modifies a response time of said software.

101. A method of utilizing an electronic representation of a user's desired personality, comprising:

storing said representation on a computer-readable storage media; and

10 20 interacting with a computer using said representation, wherein said representation mediates the interaction.

102. A method according to claim 101, wherein said computer comprises a remote computer connected to an Internet.

a 25 103. A method according to claim 101 ~~or claim 102~~, wherein said computer comprises a controller of an automated store.

104. A method according to claim 103, wherein said mediation comprises varying a range of offered selection of products.

a 30 105. A method according to ~~any of claims 101-104~~ <sup>claim 101</sup>, wherein said media comprises a diskette.

a 106. A method according to ~~any of claims 101-104~~ <sup>claim 101</sup>, wherein said media comprises a smart card.

107. A method according to ~~any of claims 101-104~~, wherein said media comprises printed optically readable codes.

108. A method according to ~~any of claims 91-107~~, wherein said representation is generated by tracking a plurality of interactions of said user with an Internet.

109. A method according to ~~any of claims 91-108~~, wherein said representation comprises a representation of a persona, which is a static aspect of a personality.

110. A method according to ~~any of claims 91-109~~, wherein said representation comprises a representation of a mood, which is a dynamic aspect of a personality.

111. A method according to ~~any of claims 91-110~~, wherein said desired personality comprises a true personality of said user.

**SECRET**

~~Add B2~~